



The

MARKETPLACE

For Recycling Commodities

Kentucky Recycling Assistance Section

April 2015

Ad Campaign Encourages Recycling of Bathroom Products

According to *Resource Recycling*, more than half of respondents to a recent consumer survey said they aren't sure which bathroom items can be recycled. In addition, the survey found only about 10 percent of American households have recycling receptacles in the bathroom.

Keep America Beautiful (KAB) and the Ad Council want to change that.

The two nonprofit organizations have teamed up with Unilever to launch a public information effort aimed at educating adults about what bathroom items can be recycled. Using public service announcements and digital outreach, they'll target the nearly half of adult Americans who aren't recycling items including shampoo bottles, toilet paper rolls or toothpaste boxes.

The survey from the groups shows that 45 percent of Americans have recycling cans in their kitchens, compared to 10 percent who have them in their bathrooms, according to a press release. More than half of respondents also said they have a lack of knowledge about which items can be recycled in the bathroom, and nearly half said they don't think about recycling in the bathroom.

"As a society, we've come a long way in increasing recycling in the kitchen, but now it's critical that we carry that progress into the bathroom," KAB President and CEO Jennifer Jehn stated in a press release.

The effort is a new phase in the "I Want to Be Recycled" communications campaign, originally launched in 2013. The effort targets adults who are sporadic recyclers with access to curbside pick-up, according to a project fact sheet.

For more information on this campaign, please visit: http://www.kab.org/site/PageServer?pagename=media_pressreleases_3_5_15.

Recycling Access Increases for Liquid-Containing Cartons

Resource Recycling reports that as liquid packaging cartons have increased in popularity, so too have opportunities to recover the containers.

A new survey commissioned by the American Forest & Paper Association (AF&PA) shows an estimated 72 percent of the U.S. population in 2014 had access to either curbside or drop-off recycling for liquid packaging cartons, up from 38 percent in 2010.

Of all 12 categories of paper and paperboard measured, the liquid carton segment had the largest percentage point increase.

Overall, the report found 96 percent of the U.S. population had access to some form of paper and paperboard recycling, either curbside or drop-off. That was up from 87 percent in 2010.

"Access to paper recycling in the U.S. continues to increase—which helps to recover valuable resources, extend the useful life of fiber and make new products," said AF&PA's president and CEO, Donna Harman, in a press release. "In addition, we're pleased to see significant increases in access to recycling for different paper grades."

The survey project team believed part of the access increase in 2014 can be attributed to an underestimate in previous years. That's because nearly 2,900 of the communities responding in the latest survey that they have access to paper recycling failed to respond four years prior, according to the survey report. Their total population was nearly 30 million people.

The paper and paperboard sector aims to exceed a 70 percent recovery rate by the year 2020, and access to either curbside or drop-off programs is an important component of that, according to the press release. The recovery rate was 63.5 percent in 2013, according to AF&PA.



COMMODITY	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	Apr-14
<u>PAPER-\$/TON</u>	<u>RISI Official Board Markets (Midwest/Chicago area) FOB</u>							
-	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	Apr-14
#2 mixed paper	\$35-40	\$35-40	\$35-40	\$35-40	\$30-35	\$30-35	\$30-35	\$55-60
#37 sorted office paper (SOP)	\$130-140	\$125-135	\$125-135	\$135-145	\$135-145	\$135-145	\$135-145	\$125-135
#8 ONP	\$50-55	\$50-55	\$50-55	\$50-55	\$45-50	\$45-50	\$45-50	\$85-90
#40 sorted white ledger (SWL)	\$210-220	\$210-220	\$210-220	\$220-230	\$220-230	\$230-240	\$230-240	\$240-250
#11 OCC	\$70-75	\$65-70	\$65-70	\$65-70	\$60-65	\$60-65	\$60-65	\$85-90
<u>PLASTICS-¢/LB.</u>	<u>Recycling Markets.Net/Secondary Materials Pricing - FOB</u>							
-	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	Apr-14
#1 PET - mixed (clear & green)	\$0.17	\$0.17	\$0.16	\$0.16	\$0.14	\$0.13	\$0.13	\$0.30
#2 HDPE (natural-milk jugs)	\$0.55	\$0.45	\$0.43	\$0.33	\$0.25	\$0.26	\$0.31	\$0.37
#2 HDPE (colored-detergent btl.)	\$0.31	\$0.28	\$0.27	\$0.24	\$0.19	\$0.23	\$0.30	\$0.30
<u>GLASS-\$/TON</u>	<u>Recycling Markets.Net/Secondary Materials Pricing - Delivered</u>							
-	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	Apr-14
clear (flint)	\$32.00	\$32.00	\$32.00	\$32.00	\$33.00	\$32.00	\$32.00	\$32.00
brown (amber)	\$22.00	\$22.00	\$22.00	\$22.00	\$22.00	\$22.00	\$22.00	\$22.00
green	\$11.00	\$11.00	\$11.00	\$11.00	\$11.00	\$11.00	\$11.00	\$11.00
<u>METALS</u>	<u>Recycling Markets.Net/Secondary Materials Pricing - Delivered</u>							
-	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	Apr-14
aluminum beverage cans (UBC) cents/lb.	\$0.78	\$0.78	\$0.78	\$0.79	\$0.81	\$0.79	\$0.72	\$0.76
	<u>Recycling Markets.Net/Secondary Materials Pricing - Delivered</u>							
	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	Apr-14
steel cans \$/TON	\$110-120	\$110-120	\$110-120	\$110-120	\$110-120	\$85-100	\$65-85	\$120-130



Energy and
Environment Cabinet

Kentucky Recycling Assistance Section

Department for Environmental Protection
Division of Waste Management
200 Fair Oaks Lane, 2nd Floor
Frankfort, KY 40601

The Kentucky Division of Waste Management does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability or veteran status. The division provides, on request, reasonable accommodations necessary to afford an individual with a disability an equal opportunity to participate in all services, programs and activities. Contact ShannonL.Powers@ky.gov to request materials in an alternate format.